

2018

MBA

4th Semester Examination

STRATEGIC MANAGEMENT

PAPER—404

Subject Code—09

Full Marks : 100

Time : 3 Hours

The figures in the margin indicate full marks.

Candidates are required to give their answers in their own words as far as practicable.

Illustrate the answers wherever necessary.

1. Answer any *eight* of the following questions : 8×5
- (a) Why is strategic management important ?
 - (b) Define prescriptive strategy.
 - (c) Difference between stability and expansion strategy.

(Turn Over)

- (d) Explain in detail how corporate restructuring can be done.
 - (e) Business strategy formulation is a continuous process. Give your comments.
 - (f) What is the relevance of analyzing corporate weakness ?
 - (g) Write Porter's Five Force Model.
 - (h) What is PEST analysis ?
 - (i) What do you understand by environmental scanning ?
 - (j) Explain SWOT analysis.
 - (k) Write short note on GE Matrix of Portfolio Analysis.
 - (l) What is Strategic Intent ? Explain.
2. Answer any *four* of the following questions : 4×10
- (a) Explain in details the BCG Matrix. Give a suitable example of an Indian origin company and explain its position in BCG Matrix with proper arguments.
 - (b) Explain value chains analysis as a technique for taking decisions.

- (c) Explain structural and functional implementation of a strategy. With the suitable example.
- (d) What are different types of strategic control and also write different technique for control.
- (e) What is a 'Strategic Business Unit' (SBU) ? Give a brief description of levels at which strategy operates in the organization.
- (f) Explain step wire model of strategic planning process. How can synergy be achieved in strategic planning.

[Internal Assessment : 20]
